

Shristi Gartaula

Creative, analytical, and collaborative UX designer with project management experience

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RELATED WORK EXPERIENCE

Freelancer, shristig.com & betterwithtea.com— *Toronto*

OCT 2012 - PRESENT

- Created graphic design and copywriting and other marketing collateral for local businesses and music venues; transitioning into UX design

Senior Marketing Coordinator, Explorica— *Toronto*

JANUARY 2015 - MAY 2017

- Lead the marketing campaign for the highest grossing Canadian product
- Improved brand collateral for Canadian products by leading development process, working with 4-person Boston team and Toronto sales managers
- Saved more than \$10k in marketing costs by moving printing and shipping process in-house

Head of Marketing, AIESEC in Switzerland— *Bern*

JULY 2013 - SEPT 2014

- Increased sales by 11% by launching 4 national marketing campaigns for 3 products
- Increased brand awareness by managing online channels: Facebook Page (+2000 likes in 7 months), main website (increased page view and duration by 20%)
- Created workshops and facilitated 8 team leads on strategies to help drive their local marketing campaigns

EDUCATION

User Experience and Product Design, General Assembly— *Toronto*

JUNE - SEPT 2017

- Over 500 hours of coursework with hands-on training from industry professionals
- Projects employed human-centered design thinking at each stage of product lifecycle, including user feedback methods and effective communication

Innovation Summit, BrainStore— *Brooklyn*

MAY 2014, MAY 2017

- Trained on BrainStore's ideation process to facilitate clients' ability to generate ideas
- Designed product solutions for a leading health and wellness manufacturing company

Bachelor of Arts in Social Sciences '12, University of Guelph— *Guelph*

- VP of AIESEC Guelph, won AIESEC Canada's Communications Award 2011
- Board of Directors member and Secretary for CFRU 93.3 Radio Station

SKILLSET

UX

User story mapping
Ethnography
Task flow charts
Usability testing
Prototyping
Heuristic evaluation

Technical

Balsamiq
Sketch
Invision
Principle
Framer
Adobe Creative Suite
Basic HTML/CSS

Interpersonal

Facilitation
Coordination
Public speaking
Training